

Listing of the claims:

1. (currently amended) An integrated computer-driven system by which a user connected to a global computer network may invest in financial securities, comprising:

a. means for transmitting to said user's display a plurality of strategies, said strategies being quantitative methodologies of security selection from a universe of securities, in a manner by which the user may interact with the system in a self-directed manner whereby the user may view at the user's discretion descriptive information including selection methodology, community discussion, community chats, and/or community polls regarding each strategy;

b. means for transmitting to said user's display performance figures pertaining to each strategy since its inception against a preferred benchmark;

c. means for permitting said user to view a basket of financial securities for each of the plurality of strategies, wherein each basket of financial securities includes an ordered list of suggested financial securities and a number of shares to be purchased of each the suggested financial securities;

d. means for receiving from said user a selection of one of the plurality of strategies and for permitting said user to add securities to or remove securities from said ordered list of suggested financial securities of the selected strategy and to replace any security on said ordered list of the selected strategy with ~~the~~ a next ordinal replacement suggested by the strategy; and

e. means for facilitating said user to purchase said ordered list of suggested financial securities in weights prescribed by the basket of financial securities of the selected strategy or the user's customizations in an amount of the user's choosing through a qualified broker.

2. (previously presented) The system of claim 1, further comprising means whereby said user may monitor performance, news and research of the user's investments.

3. (previously presented) The system of claim 1 , further comprising means whereby said user may periodically rebalance the user's holdings into updated recommendations of that strategy or another strategy which resides in the system.
4. (previously presented) The system of claim 1, further comprising means by which the user pays a flat fee in consideration for this service.
5. (previously presented) The system of claim 1, further comprising means by which the user pays an asset-based fee in consideration for this service.
6. (original) The system of claim 1, wherein the user's display is connected to a global computer network.
7. (previously presented) The system of claim 1 , further comprising means for questioning the user to obtain a profile of the user and means for supplying a profile product to said user, said profile product being deemed suitable to the user by the results of said questioning.
8. (original) The system of claim 1 , further comprising means for supplying the user with the recommendations of an active manager in place of a quantitative methodology for selecting stocks.
9. (original) The system of claim 1 , further comprising means by which the user may customize the suggested list of a strategy for individual purchase by replacing one of the securities with a stock of the user's choosing.
10. (previously presented) The system of claim 1, further comprising means for transmitting to said user's display hypothetical or historical performance of a strategy over a plurality of observation periods.

11. (previously presented) The system of claim 1, further comprising means for transmitting to said user's display hypothetical or historical performance of a strategy over a plurality of benchmarks.

12. (previously presented) The system of 1, further comprising means for said user to create and invest in the user's own strategy through testing user-defined strategies backwards in time and observing their hypothetical performance as compared to a plurality of benchmarks.

13. (previously presented) The system of claim 1, further comprising means for said user to create and invest in the user's own strategy which is an allocation of other strategies on the system, including those derived from the recommendations of an active manager.

14. (canceled)

15. (previously presented) An integrated Internet-connected computer-implemented system comprising:

means for generating a profile of a user, including receiving from the user responses to determine the user's risk tolerance,

means for providing automated allocation advice to a user based on the user's risk tolerance, the automated allocation advice including recommended investment percentages for a plurality of asset classes, wherein the plurality of asset classes includes equities,

means for allowing the user to customize the recommended investment percentages,

means for selection of the equities, including recommending to said user a list of suggested equities and a number of shares to be purchased each of the suggested equities, and further allowing said user to customize said recommended list of suggested equities and said number of shares to be purchased,

means for automated electronic execution of transactions in multiple investment securities in an investment portfolio of the user, wherein said multiple investment securities includes the recommended investment percentages for the plurality of asset classes as customized by the user, including said suggested equities and said number of shares to be purchased as modified by said user,

means for maintenance and monitoring of said investment portfolio, and

means for rebalancing of the investment portfolios in a weight prescribed by said automated allocation advice.

16. (currently amended) A computer system allowing said user to invest at one time in a basket of stocks, said computer system comprising:

a web site accessible to said user via an interactive communication channel;

said web site displaying interactively a plurality of investment strategies, each strategy representing a quantitative methodology for selecting particular stocks;

said web site being linked to a database whereby said user may interact therewith to examine hypothetical or historical performance results pertaining to each of said plurality of investment strategies since their inceptions against preferred benchmarks;

said web site being designed to permit said user to view a stock list suggested by each of said plurality of investment strategies;

said web site being designed to receive from said user a selection of one of said plurality of investment strategies, and said web site further being designed to recommend to said user to purchase stocks on the stock list of the selected investment strategy and recommend a number of shares to be purchased thereof;

said web site being designed to receive from said user an indicator designating whether said user wishes to purchase all stocks on said stock list of the selected investment strategy or make changes to said stock list or the number of shares to be purchased thereof, where the changes to said stock list are made by adding at least one stock to the stock list, subtracting least one stock from the stock

list, or replacing one or more stocks from the stock list with additional stocks suggested by the selected investment ~~strategies~~ strategy or other stock selected by said user;

said web site being designed to permit said user to view said stock list of said selected investment strategy after additions, subtractions and replacements, if any, are made, and determine if said user wishes to purchase all stocks according to particular stock weights recommended by said selected investment strategy or make changes to suggested weights, where changes are made by increasing or decreasing stocks' weight in the stock list as desired by said user; and

said web site being designed to facilitate said user to purchase said list of stocks of the selected investment strategy according to the stock list after additions, subtractions, replacements, if any, and changes in weight, if any, are made.

17. (currently amended) The computer system of claim 16, wherein said web site also provides the capability to allow said user to monitor stocks in ~~the~~ a final stock list by reviewing their performance, news about them or researching them.

18. (original) The computer system of claim 16, wherein said web site also provides the capability to allow said user to periodically reevaluate said user's stock holdings and make changes according to changes in the recommendations of the one said investment strategy, said user's changed circumstances or said user's changed tax situation.

19. (previously presented) The computer system of claim 16, wherein:

said user is a customer of a provider of said computer system;
said customer maintains an account with a trading services provider;
said customer's stocks are held by a custodial services provider; and
said system further comprising:

means for communicating between said provider of said computer system; and said trading services provider so that trades can be executed on behalf

of said customer; and

means for communicating between said provider of said computer system and said custodial services provider so that said provider of said computer system is currently updated on the status of said user's stock holdings.

20. (original) The computer system of claim 16, wherein said web site also provides the capability of permitting said user to select a mutual fund, account manager or other equity portfolio whose stock holdings said user wishes to clone; and

said computer system further comprising software to run said computer system to access the individual components of said mutual fund based on percentage of total assets;

to provide analysis of said individual components' various factors to create a factor profile;

to compare said factor profile with same factors for entire stock market to determine which factors deviated most from market factors;

to backtest or customize factors that make up said factor profile;
to use said factor profile and results of backtesting and customization to create portfolio of stocks; and

said web site further comprising means for said user to purchase said portfolio of stocks.

21. (original) The computer system of claim 16, further comprising:
software for determining the best time for said user to sell stocks said user has decided to remove from portfolio so as to maximize tax benefits to said user.

22. (original) The computer system of claim 16, further comprising:
said web site having the capability of permitting said user to purchase all stocks in said user's portfolio at once so as to avoid separate trade costs for each stock purchase.

23. (original) The computer system of claim 16, further comprising:
software that allows said user to review various investment strategies available at said web site and create out of said investment strategies said user's own unique portfolio.

24. (previously presented) A method by which a computer system having a display and means to interact with a user facilitates investment by said user in a basket of financial securities, comprising the following steps:

a. displaying to said user a plurality of strategies, said strategies being quantitative methodologies of security selection from a universe of securities, in a manner by which the user may interact with the system in a self-directed manner whereby the user may view at the user's discretion descriptive information including selection methodology, community discussion, community chats, and or community polls regarding each strategy;

b. displaying to said user performance figures pertaining to each strategy since its inception against a preferred benchmark;

c. permitting said user to view an ordered list of suggested financial securities of each strategy and then to select one of the plurality of strategies;

d. displaying to said user a recommendation to purchase the suggested financial securities of the selected investment strategy and a recommendation of a number of shares to be purchased thereof;

e. permitting said user to add securities to or remove securities from the list of suggested financial securities of the selected strategy and to replace any security from the list of suggested financial securities of the selected strategy with the next ordinal replacement suggested by the selected strategy; and

f. facilitating said user to purchase suggested financial securities of the selected strategy in weights prescribed by the selected strategy or the user's customizations in an amount of said user's choosing through a qualified broker.